

ORDER



A GANNETT COMPANY

| | | | |
|------------|----------------------|------------------------------|-------------------------|
| Orders | Order / Rev: | 703949 | WFMY-TV |
| | Alt Order #: | 06259670 | |
| | Product Desc: | OBAMA FOR AMERICA | |
| | Estimate: | 1537 | |
| | Flight Dates: | 10/09/12 - 10/15/12 | Primary AE: |
| | Original Date / Rev: | 08/01/12 / 10/08/12 | Sales Office: |
| | Order Type: | Political | Sales Region: |
| Agency | Name: | Greer Margolis Mitchell/ Pol | |
| | Buying Contact: | | Billing Type: |
| | Billing Contact: | | Billing Calendar: |
| | | 3050 K St NW | Billing Cycle: |
| | | Washington, DC 20007 | Agency Commission: |
| Advertiser | Name: | Obama For America | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | PL-Presidential | Order Separation: |
| | Priority: | P-4 | Advertiser External ID: |
| | Revenue Codes: | AGY, GEN, POL | Agency External ID: |

Bill Plan

| Start Date | End Date | # Spots | Totals | | | | |
|------------|----------|---------|-------------|-------------|--------------|------------|--------|
| | | | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/08/12 | 10/14/12 | 98 | \$35,055.00 | \$29,796.75 | | | 0.00 |
| 10/15/12 | 10/21/12 | 20 | \$6,460.00 | \$5,491.00 | | | |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Nick Welte | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------------|----------|---|-------|----------------|---------|-----|-------|----------|-----|--------|------|-------|------------|
| E 1 | WFMY | 10/09/12 | 10/15/12 | M-F 5-6a 5-6a GMS ROT | CM | 5-6a | MTWTF-- | :30 | 5 | \$55.00 | P-4 | 0.00 | NM | 5 | \$275.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$55.00 | | 0.00 | | | |
| E 2 | WFMY | 10/09/12 | 10/12/12 | M-F 6-8a Good Morning Show | CM | 6-8a | -TWTF-- | :30 | 4 | \$80.00 | P-4 | 0.00 | NM | 4 | \$320.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/09/12 | 10/15/12 | -TWTF-- | | 4 | | | | \$80.00 | | 0.00 | | | |
| E 3 | WFMY | 10/09/12 | 10/15/12 | CBS This Morning CBS This Morning | CM | 8-10a | MTWTF-- | :30 | 10 | \$60.00 | P-3 | 0.00 | NM | 10 | \$600.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 10 | | | | \$60.00 | | 0.00 | | | |
| E 4 | WFMY | 10/13/12 | 10/13/12 | Good Morning Show Sat Good Morning Show Sa | CM | 6-9a | -----S- | :30 | 1 | \$70.00 | P-4 | 0.00 | NM | 1 | \$70.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$70.00 | | 0.00 | | | |
| E 5 | WFMY | 10/14/12 | 10/14/12 | Good Morning Show Sun Good Morning Show Su | CM | 6-9a | -----S | :30 | 1 | \$70.00 | P-4 | 0.00 | NM | 1 | \$70.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$70.00 | | 0.00 | | | |
| E 6 | WFMY | 10/09/12 | 10/15/12 | Price Is Right Price Is Right | CM | 11a-12p | MTWTF-- | :30 | 5 | \$225.00 | P-2 | 0.00 | NM | 5 | \$1,125.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$225.00 | | 0.00 | | | |

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Alt Order #: 06259670
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama For America
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WFMY-TV

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WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|-------------------------------------|-------|-------------------|------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 23 | WFMY | 10/15/12 | 10/15/12 | Mon Prime B 2 Broke Girls/Mike & | CM | 9-10p | M----- | :30 | 1 | \$1,600.00 | P-2 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | \$1,600.00 | | | 0.00 | | | | | |
| E 24 | WFMY | 10/15/12 | 10/15/12 | Mon Prime C Hawaii Five-0 | CM | 10-11p | M----- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | \$850.00 | | | 0.00 | | | | | |
| E 25 | WFMY | 10/09/12 | 10/09/12 | Tue Prime A NCIS | CM | 8-9p | -T----- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | \$2,000.00 | | | 0.00 | | | | | |
| E 26 | WFMY | 10/09/12 | 10/09/12 | Tue Prime B NCIS: Los Angeles | CM | 9-10p | -T----- | :30 | 1 | \$1,750.00 | P-2 | 0.00 | NM | 1 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | \$1,750.00 | | | 0.00 | | | | | |
| E 27 | WFMY | 10/09/12 | 10/09/12 | Tue Prime C Vegas | CM | 10-11p | -T----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | \$800.00 | | | 0.00 | | | | | |
| E 28 | WFMY | 10/10/12 | 10/10/12 | Wed Prime A Survivor: Philippine | CM | 8-9p | --W---- | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W---- | | 1 | \$900.00 | | | 0.00 | | | | | |
| E 29 | WFMY | 10/10/12 | 10/10/12 | Wed Prime B Criminal Minds | CM | 9-10p | --W---- | :30 | 1 | \$1,350.00 | P-2 | 0.00 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W---- | | 1 | \$1,350.00 | | | 0.00 | | | | | |
| E 30 | WFMY | 10/10/12 | 10/10/12 | Wed Prime C CSI: Crime Scene Inv | CM | 10-11p | --W---- | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W---- | | 1 | \$1,200.00 | | | 0.00 | | | | | |
| E 31 | WFMY | 10/11/12 | 10/11/12 | Thu Prime A Big Bang Theory/Two | CM | 8-9p | --T-- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --T-- | | 1 | \$2,000.00 | | | 0.00 | | | | | |
| E 34 | WFMY | 10/12/12 | 10/12/12 | Fri Prime A CSI: NY | CM | 8-9p | ----F-- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----F-- | | 1 | \$800.00 | | | 0.00 | | | | | |
| E 35 | WFMY | 10/12/12 | 10/12/12 | Fri Prime C Blue Bloods | CM | 10-11p | ----F-- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----F-- | | 1 | \$1,300.00 | | | 0.00 | | | | | |
| E 36 | WFMY | 10/13/12 | 10/13/12 | Sat Prime A Crimetime Saturday | CM | 8-9p | -----S- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | \$300.00 | | | 0.00 | | | | | |
| E 37 | WFMY | 10/13/12 | 10/13/12 | Sat Prime B Crimetime Saturday | CM | 9-10p | -----S- | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | \$350.00 | | | 0.00 | | | | | |
| E 38 | WFMY | 10/13/12 | 10/13/12 | Sat Prime C 48 Hours | CM | 10-11p | -----S- | :30 | 1 | \$475.00 | P-3 | 0.00 | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | \$475.00 | | | 0.00 | | | | | |
| E 39 | WFMY | 10/14/12 | 10/14/12 | Sun Prime A 60 Minutes | CM | 7-8p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | \$1,000.00 | | | 0.00 | | | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 39 | WFMY | 10/14/12 | 10/14/12 | Sun Prime A 60 Minutes | CM | 7-8p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| E 40 | WFMY | 10/14/12 | 10/14/12 | Sun Prime B Amazing Race | CM | 8-9p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| E 41 | WFMY | 10/14/12 | 10/14/12 | Sun Prime C The Good Wife | CM | 9-10p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| E 42 | WFMY | 10/14/12 | 10/14/12 | Sun Prime D The Mentalist | CM | 10-11p | -----S | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$900.00 | | 0.00 | | | |
| E 43 | WFMY | 10/09/12 | 10/15/12 | News 2 at 11 News 2 at 11 | CM | 11-1135p | MTWTFSS | :30 | 7 | \$350.00 | P-3 | 0.00 | NM | 7 | \$2,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTFSS | | 7 | | | | \$350.00 | | 0.00 | | | |
| E 44 | WFMY | 10/09/12 | 10/15/12 | Letterman David Letterman | CM | 1135p-1235a | MTWTF-- | :30 | 5 | \$120.00 | P-3 | 0.00 | NM | 5 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$120.00 | | 0.00 | | | |
| E 45 | WFMY | 10/09/12 | 10/15/12 | Late Late Show Late Late Show | CM | 1235-135a | MTWTF-- | :30 | 5 | \$10.00 | P-4 | 0.00 | NM | 5 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$10.00 | | 0.00 | | | |
| N 46 | WFMY | 10/15/12 | 10/15/12 | M-F 6-8a Good Morning Show | CM | 6-8a | M----- | :30 | 1 | \$130.00 | P-3 | 0.00 | NM | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$130.00 | | 0.00 | | | |
| N 47 | WFMY | 10/15/12 | 10/15/12 | News2 at Noon News2 at Noon | CM | 12-1230p | M----- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$200.00 | | 0.00 | | | |
| N 48 | WFMY | 10/15/12 | 10/15/12 | M-F 3-4p Let's Make a Deal | CM | 3-4p | M----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| N 49 | WFMY | 10/15/12 | 10/15/12 | News 2 at 6 News 2 at 6 | CM | 6-630p | M----- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$525.00 | | 0.00 | | | |

Totals 118 \$41,515.00